Wyoming's Strategic Prevention Framework State Incentive Grant

Community Strategic Planning Workbook



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Contacts for Questions or Help

Lisa Laake, MPH, CHES, Prevention Framework Coordinator Mental Health and Substance Abuse Services Division llaake@state.wy.us (307) 777-3352

Joe D'Eufemia, Prevention Framework Training Specialist Mental Health and Substance Abuse Services Division jdeufe@state.wy.us (307) 777-3744

Robert Keney, Prevention Framework Project Assistant Mental Health and Substance Abuse Services Division rkeney@state.wy.us
(307) 777-3351

Workbook is Also Available Online: http://spfsig.preved.org/news.php

Strategic Planning Contributors

List the names of people in your community, the organizations they represent, and the contributions they made to the development of the strategic plan in Table 1 below.

Table 1. Strategic Planning Contributors

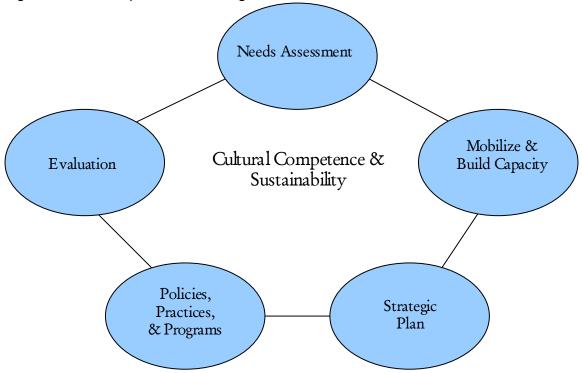
Name	Organization	Contribution		
Barent, Jeannie	Johnson County School Assistant Superintendent	Input and support		
Cervenka, Toni	Community Resource Center Director	Input and support		
Chapman, Mike Police Chief	Police Department	collaboration		
Elliot, Bill	Tobacco Prevention Coordinator	Input, support and editing		
Harness, Kate	Community Advocate & SAPC member	Input and support		
Hepp, Spencer	YMCA Executive Director	Input		
Hornby, Kelly	Buffalo High School Principal	Input and support		
Kozisek, Steve Sheriff	Sheriff Department	collaboration		
Lynch, Deb	Volunteers of America	input		
Markovsky Marti	Juvenile Justice	Input		
Rowe, Sidney	Northern WY Mental Health	Data and support		
Schroth, Carolyn	Boys and Girls Club Unit Director	Input		
Shann Edwards	Community Advocate & SAPC member	Input and support		

Introduction

Wyoming received the Strategic Prevention Framework State Incentive Grant (Prevention Framework) from the Federal Substance Abuse Mental Health Services Administration (SAMSHA) on September 30, 2004, along with 20 other states and territories.

The purpose of the project is to implement the five components of the SPF planning model at both state and community levels in Wyoming. The following diagram details this process (Center for Substance Abuse Prevention, 2005).

Figure 1. Five Steps of the Strategic Prevention Framework Process



At the state level, Wyoming has completed the needs assessment and funding allocation plan. Mobilization and capacity building take place throughout the project. Wyoming's needs assessment identified the targeted problem as the misuse of alcohol and its consequences, and Wyoming's allocation strategy funds all 23 counties and the Wind River Reservation as Prevention Framework (PF) community grantees.

Outcome-Based Prevention

The foundation of the PF process is the outcome-based prevention model (Lowther & Birckmayer, 2006).

Figure 2. PF Needs Assessment Logic Model



In this model a community details its substance-related consumption and consequence data, researches the causal areas that may impact these problems, and chooses evidencebased policies, practices, and programs to address the identified causal areas.

Purpose

The purpose of this workbook is to help PF funded communities go through the outcome-based prevention model. The current task is to develop a strategic plan. This means that grantees, and the community partnerships, must successfully select and implement evidence-based interventions. This workbook lays out the organizational structure of the Strategic Plan that is to be developed by each community. To be effective, you should not complete this workbook alone. Instead, you and your Community Advisory Council (CAC) should work together to complete this task.

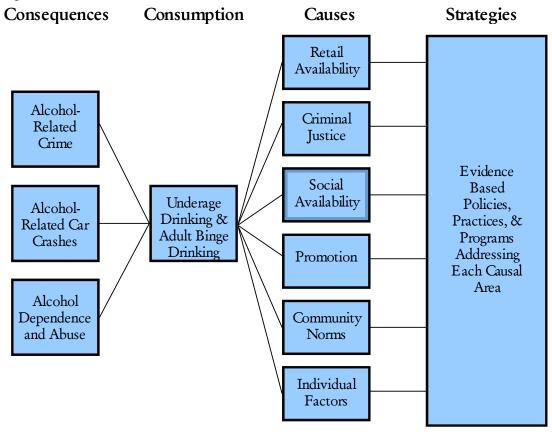
Keep in mind that Wyoming has already identified the targeted need for this project—the misuse of alcohol.

"Misuse of alcohol" means that:

- 1. The primary target for the PF is underage drinking, and adult binge drinking. Underage drinking refers to any use of alcohol by anyone under the age of 21, while adult binge drinking refers to those 18 years and older who have five of more drinks on any one occasion.
- 2. The secondary target for the PF is the most significant consequences of the misuse of alcohol in Wyoming: alcohol-related crime, alcohol-related motor vehicle crashes, and alcohol dependence and abuse.

Workbook Organization

Figure 3. Outcome-Based Prevention Model



Developing a comprehensive strategic plan at the community level requires a vision for organizing specific prevention programs, policies, and practices to address substance abuse problems locally. A well-developed strategic plan will increase the likeliness of a strategy being implemented effectively.

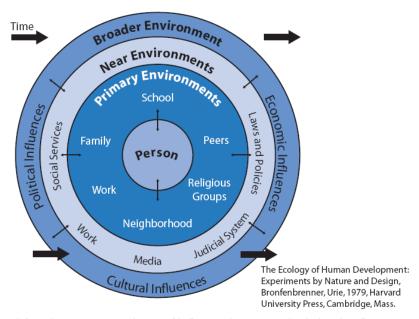
The deadline for submitting your Community Strategic Plan is August 31, 2007. Two copies of the Community Strategic Plan should be submitted, one by mail and one electronically to:

Lisa Laake, MPH, CHES
Wyoming Mental Health and Substance Abuse Services Division
6101 Yellowstone Road, Suite 220
Cheyenne, WY 82002
llaake@state.wy.us
(307) 777-3352

Human Environmental Framework

Figure 4 illustrates the Human Environmental Framework, which shows that interventions can start in many different areas and will affect more than one environment. Strategies that focus on multiple factors and conditions will contribute to a more comprehensive prevention plan.

Figure 4. Human Environmental Framework



This figure depicts social environments or spheres of influence in concentric circles that flare outward, moving progressively away from direct influence on the individual toward increasingly indirect influence, and advancing over time. A comprehensive intervention plan should identify a mix or layering of interventions that target salient risk and protective factors in multiple contexts across the life span.

Evidence-based Prevention

States are required to follow certain guidelines in the policies, practices, and programs it selects in the Prevention Framework project. Every strategy implemented by the Prevention Framework must be evidence-based. This means that 100% of all strategies must be evidence-based.

Under the Prevention Framework project, evidence-based is defined as follows:

- 1. Inclusion in a Federal List or Registry of evidence-based interventions;
- 2. Being reported (with positive effects) in a peer-reviewed journal; OR
- 3. Documentation of effectiveness based on the following three guidelines:
 - The intervention is based on solid theory or theoretical perspective that has been validated by research;
 - The intervention is supported by a documented body of knowledge a converging of empirical evidence of effectiveness – generated from similar or related interventions tat indicate effectiveness; AND
 - The intervention is judged by a consensus among informed experts to be effective based on a combination of theory, research and practice experience. "Informed experts" may include key community prevention leaders, and elders or respected leaders within indigenous cultures.

Finding Strategies

The following is list of websites that may be used to find evidence-based strategies. This is not an all-inclusive list and may also include strategies that would not be relevant for your community:

- National Registry of Evidence-based Programs and Practices: http://www.nrepp.samhsa.gov/
- Office of Juvenile Justice and Delinquency Prevention: http://www.dsgonline.com/mpg2.5/mpg index.htm
- CSAP's Centers for the Application of Prevention Technologies (CASAT): http://casat.unr.edu/bestpractices/search.php
- Alcohol Policy Information System: http://www.alcoholpolicy.niaaa.nih.gov/index.asp?SEC={B4296FE1-6F35-4175-B85D-17D5A53EE062}&Type=NONE
- Leadership to Keep Children Alcohol Free: http://www.alcoholfreechildren.org/en/prevention/pubs.cfm
- National Highway Traffic Safety Administration (NHTSA):

http://www.nhtsa.dot.gov/portal/site/nhtsa/menuitem.3d62007aac5298598fcb 6010dba046a0/

Every participant has received a CD containing research articles and other publications that may be useful in developing your strategic plan.

Evidence-based Environmental Strategies

The following is a list of just a few of the evidence-based environmental strategies:

- Responsible beverage service
- Alcohol compliance checks
- Happy hour restrictions
- Reducing alcohol outlet density
- Limiting hours/days of retail sales
- Sobriety and traffic safety checkpoints
- Graduated drivers' license laws
- Social host laws
- Keg registration
- Restricting alcohol sales at public events
- Increasing taxes on sales of alcohol
- Dram shop liability

Choosing the Right Strategy for your Community

There are many factors to consider prior to choosing your strategies. Not all strategies will be effective in all communities.

All strategies must be based on data collected around each of the causal areas during your Needs Assessment. Please review your Needs Assessment Workbook.

One factor to consider is whether or not there is community support for the strategy. If the community does not support the strategy, it is unlikely that the strategy would bring about positive change if implemented.

It is also important to look at what laws are already in place and what laws may prevent certain strategies from being implemented. For example, sobriety checkpoints, shown to be evidence-based, are unlawful in Wyoming (Statute 7-17-101). For this reason, it would not make sense for a community to focus on this strategy.

Another factor to consider is which strategies show the greatest likelihood of showing positive results. There are many great strategies out there, but it is important to look at what the effect would be on the community as a whole.

Logic Model

Logic Model

The Centers for Disease Control and Prevention defines logic model as "a systematic and visual way to present the perceived relationships among the resources you have to operate the program, the activities you plan to do, and the changes or results you hope to achieve" (www.cdc.gov/tobacco/evaluation_manual/glossary.html).

The logic model found on page 11 should be completed by all communities as part of the Strategic Plan. It is important that you work with your coalition when developing this logic model. All communities will have an opportunity to practice developing a logic model.

Community Logic Model

What are the consequence & consumption areas you are going to focus on (from Needs Assessment)? Include your goals & objectives.	What are the causal areas you are going to focus on (review your answer to Question 40 from the Needs Assessment)?	What evidence- based strategies are you going to use for each causal area?	What activities are going to take place in Year 1 (October 2007 - September 2008)?	What activities are going to take place in Year 2 (October 2008 – September 2009)?	What are you going to do to evaluate your strategies?
1. Alcohol dependence & abuse; underage drinking, especially in middle school; binge drinking or heavy drinking 2. Alcohol dependence & abuse; underage drinking, especially in middle school; binge drinking or heavy drinking 3. Underage drinking, especially in middle school; binge drinking or heavy drinking 4. Alcohol dependence & abuse, underage drinking, binge drinking or	1. Social Availability, Community Norms, Individual Factors, Law Enforcement, Retail Availability, Promotion 2. Social Availability, Community Norms, Individual Factors 3. Social Availability, Community Norms, Individual Factors 4. Social Availability, Community Norms, Individual Factors 4. Social Availability, Community Norms, Individual Factors, Law Enforcement 5. Community Norms. Retail availability	1. Coalition expansion & self-improvement 2. Form a parent group for education & peer support 3. Form a substance abuse prevention youth group at the high school 4. Marketing, community education, & resources on alcohol-related issues 5. Responsible beverage service training 6. Increase awareness of social	1. Cultivate key stakeholders to fill gaps in SAPC membership 2. Recruit parents through BHS newsletter, community presentations & coalition to be educated & empowered to address the issues 3. Monthly meetings w/ media literacy, counter advertising & education 4. a. Develop a media plan that	1. Reassess coalition membership & efforts 2. Continuation of education & activities to be determined 3. Partner on policy issues to be determined 4. Assess effectiveness of first year media activities & develop new marketing campaign 5. Continuation of TIPS training 6. Continuation of Parents Who Host Lose the Most media	The coalition agrees to work closely with WYSAC in developing evaluation methods for our county.

heavy drinking	6. Social Availability	hosting laws	encompasses radio,	campaign	
	7. Law Enforcement,		newspaper, cable TV		
5. Binge drinking or	Retail Availability	7. Alcohol compliance	ads for strategies.	7. Assess program for	
heavy drinking,		checks	b. Presentations to	continuance and	
underage drinking	8. Individual Factors		civic groups	review other	
		8. Expand & enhance	c. Fact sheets to	evidence-based	
6. Underage drinking,		existing evidence-	educate on alcohol-	strategies	
especially in middle		based programming	related laws	_	
school			d. Brochures on	8. Continuation of	
		a. Expand youth	health consequences	programs	
7. Underage drinking		programs directed at	& intervention	. 0	
		substance abuse			
8. Underage drinking,		prevention	5. Sign up merchants		
especially in middle		'	for responsible		
school, alcohol		b. Expand parenting	beverage server		
dependence & abuse		classes currently	training		
'		offered at NWMH	J J		
			6. Parents Who Host		
		c. Enhance current	Lose the Most media		
		school prevention	campaign		
		programs 5-12			
		graders	7. Law enforcement		
		9	will conduct random		
			alcohol compliance		
			checks		
			on one		
			8. Expansion or		
			enhancement of		
			Smart Moves, Triple P		
			Parenting classes,		
			Teenage Health		
			Modules, Discovery		
			Health Connection		

Organization of Strategic Plan

Forn	Form 1: Cover Sheet							
(Please place this as the	(Please place this as the top page for your application)							
County: Johnson County								
Name and title of primary contact: R	osi Davidson	Phone: 307-684-7933						
Email (required): rosi@johnsoncount	ycrc.org	Fax: 307-684-77933						
Mailing Address: PO Box 363	City: Buffalo	Zip: 82834						
Shipping Address (if different):								
Total Funding Request for First Year	Implementation: \$7	2,407						
Name, organization, address, phone, and Lead Agency authorized to sign control Toni Cervenka Community Resource Center PO Box 363 Buffalo, WY 82834 toni@johnsoncountycrc.org # 830323844		tification number for the						
Certification: I certify to the best of this community strategic plan is corrected and/or Coalition was involved strategic plan. I have been authorized the development of this Strategic Plan	ect. I certify that the ed in the developmend by the agency's gov	Community Advisory						
Signature of Primary Contact		 Date						
Signature of Fiscal Agent		Date						

Form 2: Geographic Setting/Community Characteristics Limit 2 pages

Describe the geographic setting of the community.

- What are the geographic boundaries?
- What are the socio-economic issues relevant to the community?
- What are the characteristics of the community?
- Describe the target population you will be focusing on.

Johnson County is a community of 8,014 people located in northeastern Wyoming and composed of the towns of Buffalo and Kaycee. It is located at the intersections of Interstates 25 and 90 and Highway 16, which is traveled to Mount Rushmore and Yellowstone Park. The county consists of 4,166 square miles of land.

According to the latest U.S. Census data, the median household income is \$42,252 with 8.7% below poverty. 1,297 persons age 5+ live with a disability. 17.5% are over 65 years of age.

The area is 98.2% Caucasian. Approximately 90% of the population 25+ graduated from high school, and 22.2% have a bachelor's degree or higher.

Unemployment is approximately 3%. However, many of the jobs in Johnson County are low paying service jobs in retail and restaurants. The coalbed methane industry has impacted Northeast Wyoming with hundreds of new jobs and a population of transient workers. The energy industry has increased the tax base and valuation and caused a housing shortage. Many businesses also have labor shortages and some have sponsored workers from other countries to fill the void. Johnson County has a large agricultural base and Basque population. The Fair & Rodeo is a highly attended event.

The Johnson County school system has approximately 90 students per class. During the previous school year, Buffalo High School had 45 students in special education, Clear Creek had 60, and Meadowlark had 80. The Learning Center (alternative high school) had 23 students with 6 full-time. The community has three entities that cater to young children: The Buffalo Children's Center, YMCA, and Boys & Girls Club. Participation in sports and extra curricular activities is high with tremendous community support and newspaper coverage.

Johnson County has many free or low-cost recreational opportunities with a skate park, golf course, outdoor swimming pool, walking paths, ice skating rink, and the Big Horn Mountains.

Two primary areas of focus are underage drinkers and binge drinkers of any age. Other target populations include adults who supply alcohol to minors and adults who need information about alcohol consumption and consequences. Targeted groups in the community include organizations and businesses that play a role in tackling the problems caused by the misuse of alcohol. For example, healthcare providers, retail liquor license establishments, and faith-based organizations.

Form 3: Coalition Involvement Limit 2 pages

Describe the coalition and its involvement in the implementation of the strategies.

- What are the coalition's vision and mission statements?
- What is the history and makeup of the coalition?

The coalition is made up of concerned citizens, community leaders, and agency representatives. The first Substance Abuse Prevention Coalition (SAAPC) meeting was held March 12, 2003. The group discussed funding sources and programs for youth. Coalition members, over the months, looked at PNA data and focused on collaboration with appropriate agencies.

Meth education in Johnson County was a priority in the second year. A local conference was held in November 2004 entitled, Down & Dirty: Everything You Never Wanted to Know about Methamphetamine. The conference was held November 10, 2004. It was billed as an information and solutions-based conference for professionals of and interested community members. The conference addressed the wide-ranging impact on users, the economy, community, environment as well as children and families. Guest speakers included Dr. Ann Reyes, Dr. David Barber, and DCI & local law enforcement, as well as education, health, and child care professionals. Approximately 120 people attended. In May 2005, Mrs. Haydal, whose daughter died as a result of meth use, spoke at the middle school and high school.

The former SIG coordinator conducted a community alcohol survey with 21 adults and 7 youth. Several programs were offered at the Boys and Girls Club. Two youth tried to get keg registration but were turned down by County Commissioners in March 2005. Progress on tobacco prevention was always included in meetings. In fact, two prominent topics at meetings were TEG/TAP and SWAT (Students Working Against Tobacco). Several community members were trained for TEG/TAP. The SWAT group wrote and produced radio and television commercials and advocated for tobacco issues through in-school promotions. Several SWAT members talked to middle school students and were such a hit that a Junior SWAT Team developed.

The coalition considered sponsoring a drug treatment protocol meeting and creating a brochure for parents, but the effort fizzled. The high school started a Zero Plus Club but it folded because of lack of interest. Peer Helpers Program at the high school seems to be successful with its mission of helping students with conflict resolution. An alcohol media campaign featured four high school teens on the radio and in newspaper ads in 2005. The SIG coordinator left in January 2006 and a new SPF/SIG coordinator was hired in February 2007. Northern Wyoming Mental Health has held the Block Grant for over 10 years. Caseworker, Sydney Rowe from NWMH has been active an active SAPC member and is currently chairperson.

According to long-term coalition members, getting law enforcement involved was challenging. They also stated that many community members do not perceive alcohol as a problem and few are truly educated on alcohol-related issues. Lack of a SIG coordinator for one year prior to February 2007 slowed progress on substance abuse issues.

Form 4: Consequence & Consumption Areas Limit 2 pages

Describe the alcohol-related consequence and consumption areas your community will be focusing on. Refer to Questions 5 and 9 from the Needs Assessment Workbook.

- Consequence areas could include alcohol-related crime, alcohol-related car crashes, and/or alcohol dependence and abuse.
- Consumption areas could include underage drinking or adult binge drinking.

Consequences: Alcohol-related crime is below state averages, and DOT data shows approximately one alcohol-related fatality per year. While it is important to concentrate on keeping these numbers low, focusing on alcohol dependence and abuse is equally important. The lack of counseling and treatment for alcohol misuse is a concern to those associated with the criminal justice system. Inpatient treatment is nonexistent in Johnson County and the waiting list for inpatient treatment in Sheridan is over two months. Northern Wyoming Mental Health hired two additional clinicians to provide assessment and out-patient treatment for the upcoming year.

Although violent crime is relatively low in Johnson County, most is associated with alcohol. Other problems stemming from the alcohol misuse, such as broken families or addiction can have lasting effects, yet go unreported. Crime committed in order to acquire alcohol is low according to police reports. In 2006 five people were cited for furnishing alcohol to a minor. From 2000 through 2005 approximately 15 MIP citations were issued per year. Most of the high school students interviewed felt getting caught was a joke. In addition, only 28.3% of Johnson County residents thought drunk driving was a serious problem compared to the state average 45.5% (WAUIS). Strong and consistent enforcement is required to change perceptions around alcohol-related issues.

Several students and adults interviewed believe there are inconsistent rules across the state regarding penalties for underage athletes consuming alcohol. 91.2% of Wyoming residents strongly agree or somewhat agree that the Wyoming High School Activities Association should draft statewide rules, applicable to every Wyoming school district, regarding penalties for youth alcohol use (WAUIS).

Consumption: Underage drinking, especially in middle school, is a top priority. Children who drink before age 15 run the risk of developing serious alcohol problems including addiction. According to 2006 PNA data in Johnson County, the percentage of 6th and 8th graders who

reported drinking in the past 30 days is higher than the state's average. In addition, the trend data shows a significant increase in 6th and 8th graders drinking (30 day rate) from 2001 through 2006. Another problem with underage drinking is that the majority of students who drink in all grades also binge drink. For example, 48.1% of 12th graders had a drink in the past 30 days and 33.3% of the same group had more than five drinks in a row.

Prioritizing the risk factors that contribute to alcohol use is imperative to any prevention program involving middle school and high school students. PNA data clearly indicates risk factors that are high as well as protective factors that are low.

Most people interviewed for the Needs Assessment felt that binge drinking is tolerated and/or accepted in the community. Johnson County ranked #8 in binge drinking and #7 in heavy drinking compared to other counties. What constitutes binge drinking or heavy drinking is not clearly understood by youth or adults. Again, many people recommended community education on serious health aspects and consequences of the misuse of alcohol.

Several interviewees expressed concern about alcohol at public events. Most WAIUS participants disagree with the statement, "Alcohol should not be sold at community events." The range of disagreement among counties is 66% to 33.7% with Johnson County at 51.6%. Yet, a very high rate of students attend events where adults are drinking or drunk, which is a contributing factor to underage drinking.

Form 5: Intervening Variables/Causal Areas Limit 2 pages

Describe the intervening variables/causal areas of substance use in the community.

- How did you respond to Question 40 in the Needs Assessment Workbook?
- Why are you focusing on these areas? Justify your reason.

Social Availability, Community Norms, Individual Factors

Social Availability seems to impact our community most. If adults stopped supplying alcohol to kids, the two largest sources for obtaining alcohol would be eliminated. As reported in the 2006 PNA, most students in Johnson County who drink obtain alcohol from adults (40.2% from an adult over 21 and 23.5% from parents).

When alcohol is supplied by an adult to minors in the home or a friend's home, it sends a powerful message about approval and/or acceptability of underage drinking. On the surface parents think they are doing a good thing – protecting their kids from a DUI, MIP, alcohol poisoning and a host of other impairment-related problems. Adults who serve minors alcohol often justify their decision with several rationalizations: "At least they're not driving." "They're going to do it anyway." "At least we're supervising." "At least they're not on drugs."

One of the top three risk factors for students drinking in high school is Parents Favorable Attitude toward Alcohol Use. PNA results are useful in identifying areas for improvement for schools and the community, and risk areas of high prevalence should be prioritized and addressed.

Students in Johnson County also reported seeing adults drinking and drunk at significantly higher rates than the state average in all three PNA survey categories – Alcohol at an Event, Adults Drinking, Adults Drunk. This reinforces the need for education and possibly advocating for alcohol restrictions at community events.

When asked at what age adults would allow their child to first drink, Johnson County ranks #3 compared to other counties, over 10 percentage points above the state average. That type of lenient attitude contributes to underage drinking and is the reason why community leaders consistently suggested education for parents. Many adults who furnish alcohol to minors are unaware of their contribution to the destructive behavior associated with underage drinking and future alcohol-related problems.

Law Enforcement

Only five people were cited in 2006 for furnishing alcohol – a handful of citations does not accurately reflect what is occurring in Johnson County according to data and interviews. In 2006 we had 31 MIP citations, which is a vast improvement from the previous six years (92 total citations for all six years). Working with law enforcement to support more stringent enforcement of alcohol laws, for both minors and adults, emphasizes alcohol misuse is a serious issue with appropriate consequences.

Consistent sentencing throughout the criminal justice system is equally important to reinforce an overall prevention plan. Substance abuse professionals think early intervention is essential. Suggestions include treatment programs for teens, greater eligibility for drug court, mandatory evaluation with 2nd MIP and for 8th grade and under, and better coordination between city court and county court.

Form 6: Community Resources Limit 2 pages

Describe the current community resources available to address the targeted substance use issues in the community.

• What were the results of the Community Resource Assessment (Table 51 from the Needs Assessment Workbook)?

Criminal Justice

 Law enforcement officers work with youth through DARE, Young Eagles, DUI Enforcement, Fatal Vision, Cops and Props

- NWMH offers substance abuse assessment and treatment (ASMA levels of care) for youth and adults
- Drug Court serves approximately 8 offenders (grant administered by Community Resource Center)

Social Availability

 Parents organize and support an after prom and after graduation party each year. Local businesses donate huge prizes

Community Norms

- Tobacco prevention has been active in Johnson County with the continuation of the state quitline and several community members are trained to offer TEG/TAP
- NWMH promotes substance abuse prevention education through a monthly community radio talk show and advertising
- Children in 3rd grade produce a substance abuse prevention play and art and gym teachers reinforce the message

Individual Factors

- Johnson County School District receives Title IV money that is used toward anti-bullying, DARE supplies, parent training, TEG/TAP and peer mentoring
- The School District uses the Teenage Teaching Health Modules for grades 5-12 and started a pilot program with Discovery Health Connection
- NWMH offers education and therapy individual and group for alcohol dependence, substance abuse and other risky behaviors among youth, also Triple P Parenting
- Boys & Girls Club offers evidence-based programs such as Smart Moves, Smart Parents, Club Tech, and Torch Club Destination (paid for through various grants including DFS Prevention Services Grant, Office of Juvenile Programs Grant, Safe and Stable Families Grant)

Promotion & Retail

Currently, no programs or resources

Form 7: Strategies No page limit

Describe the community-based strategies to be used to address the targeted substance use issues in the community.

- How are the selected strategies appropriate? Justify your selection.
- How will the selected strategies address the consequences, consumption, and intervening variables identified?
- How are the strategies evidence-based? Provide verification that they are indeed evidence-based.

1. COALITION EXPANSION AND SELF-IMPROVEMENT

To accomplish one of the SPF/SIG overarching goals of building prevention capacities and infrastructure, the first strategy is to strengthen our Substance Abuse Prevention Coalition.

Assessing current membership and recruiting coalition members in several key areas is necessary for successful planning, implementation and sustainability. Although the SAPC has 30

members, much needed constituencies such as faith-based organizations and 18-25 year olds are missing.

Ongoing training and education for coalition members using materials provided by CADCA or other technical assistance resources can facilitate improvement of the SAPC. The coalition needs to evaluate its membership for diversity, capacity and sustainability continually.

Key coalition members have expressed interest in forming a policy panel as outlined in a PDF "How to Do a Policy Panel" by Boston University's Join Together.

Verification: CADCA (2000). "Effective Coalitions are Flexible, Deferential, Structured." http://jointotgether.org/new/features/2000/effective-coalitions-are.html

2. FORM A PARENT GROUP FOR EDUCATION AND PEER SUPPORT

According to Joseph Califano, "Parent power is the most potent, the least appreciated, and the most underutilized resource we have in the struggle to raise children free of drug and alcohol abuse and addiction." The 2006 PNA provides data on risk factors for underage drinking so that the coalition, parent group, and community can focus areas of concern.

Forming a parent group is essential in gathering valuable input, helping to create a network of resources, and garnering support in the community. The coalition along with the parent and youth groups effectively build community consensus for dealing with substance abuse issues. Parents who are well informed and working together can be more influential than paid professionals, who are expected to advocate on substance abuse issues.

This strategy was recommended in "A Blueprint for Action: Reducing Underage Drinking in Wyoming" under education. Coalition activities include producing the informational materials suggested (pg 15).

Verification: Mann, A., Relationships matter: Impact of parental, peer factors on teen, young adult substance abuse, 2003. www.nida.nih.gov/NIDA_Notes/NNVol18N2/Relationships.

3. FORM A SUBSTANCE ABUSE PREVENTION YOUTH GROUP AT THE HIGH SCHOOL

The youth group has two potential items on the agenda for the first year: media literacy and counter advertising. Studies of youth have found that increased exposure to alcohol ads is associated with increased consumption; therefore, focusing on media literacy and counter advertising is usually a fun/ edgy way to educate students. As with SWAT, students are encouraged to utilize evidence-based strategies and select appropriate goals.

Students who join the group can work on strategies and activities that appeal to them by reading Wyoming's Blueprint for Action and reviewing evidence-based policies, practices and programs. Many of excellent websites and national organizations exist to assist youth group activities.

Verification: Roth, J., Murray, L.F., Foster, W.H., & Brooks-Gunn, J. (1998). Promoting healthy adolescents: Synthesis of youth development program evaluations. Journal of Research on Adolescence, 8 (4), 423-259

4. MARKETING, COMMUNITY EDUCATION, AND RESOURCES ON ALCOHOL-RELATED ISSUES

The top priorities in discussions and in reviewing data are reaching adults who supply alcohol to minors and educating the community on alcohol issues. Intervention, treatment, and long-term health consequences associated with alcohol need to be addressed with respect to social availability, individual factors, and community norms. While education about alcohol-related issues is important to increase awareness, law enforcement plays a crucial role in all causal areas as well. Publicizing activities and developing resources to educate local residents is recommended in Wyoming's strategic plan as noted below.

A well designed marketing campaign can raise awareness, increase knowledge, and change attitudes within a community. Research suggests media campaigns tend to show little if any effect in reducing alcohol misuse if used alone. Marketing is best when used in conjunction with other environmental strategies such as responsible beverage training, compliance checks, and forming parent groups to deal with substance abuse issues.

Three state-funded projects will help enormously in the area of marketing and education: (1) a social norms campaign addresses reducing underage drinking, adult binge drinking and DUI (2) the Wyoming First Lady's Initiative focuses on youth messaging, youth to adult messaging and youth leadership (3) the Statute Review assists local efforts as well.

Verification: "Underage Drinking in Wyoming: A Collective Responsibility" IOM/NAS Report Strategy Component: Media Campaign - Local Recommendations

L1-1: Encourage local messaging efforts to coordinate, coincide with, support and enhance the statewide media campaign. Community stakeholders should work to close gaps and remedy deficiencies in the statewide dissemination strategy.

L1-2: Endorse local efforts to focus on localizing the messaging and facilitating community action to include writing letters to the editor; scheduling press conferences; hosting community forums such as town hall meetings; and placing radio or television, poster, and bill coalition public service announcements throughout the community.

L1.3 Local coalitions should serve as the information source for members of the media for contact information on local underage drinking efforts and to provide feedback to the state campaign.

5. RESPONSIBLE BEVERAGE SERVICE TRAINING (RBS)

Providing TIPS (Training Intervention Procedures) to bartenders, servers, and merchants can help reduce the number of customers who become intoxicated and eventually drive while intoxicated. In addition, the program promotes responsible consumption and effectively reduces binge drinking and underage drinking by enhancing skills of those who serve or sell alcohol. Ideally, the TIPS program needs to be paired with increased enforcement of laws in related areas and public education.

RBS is beneficial to businesses in several respects including compliance with state and local regulations, protection from alcohol liability lawsuits, and possibly lower insurance premiums. In addition to reducing binge drinking and drunk driving, working with small businesses is a valuable collaboration. TIPS programming provides planning checklists for implementation of responsible beverage service training in the community.

Verification: Marin Institute (undated[a]). "Alcohol Policy: Responsible Beverage Service." As of February 2, 2007: http://www.marininstitute.org/alcohol_policy/rbs.htm

6. INCREASE AWARENESS OF SOCIAL HOSTING LAWS

Parents Who Host Lose the Most is a media based program designed to raise parental awareness about the health risks and legal ramifications of hosting teen parties. The campaign is generally run April through June during prom and graduation season when underage drinking parties are prevalent. The message is worth repeating for two months as the school year begins. Public awareness kits, fact sheets, fact card, and PSA materials are camera ready from the Ohio Drug Free Action Alliance. Other evidence-based programs are acceptable to avoid duplication if state-funded projects include social hosting campaigns.

Verification: Stout, E., Sloan, F., Liang, L., & Davies, H. (2000). Reducing harmful alcohol-related behaviors: Effective regulatory methods. *Journal of Studies on Alcohol*, 61(3), 402-412.

7. ALCOHOL COMPLIANCE CHECKS

The police and sheriff departments have agreed to conduct compliance checks. These appear to be an effective means of reducing sales of alcohol to minors, especially when paired with increased media coverage and increased penalties for non-compliance. Laws and data concerning local alcohol use will be publicized and presented to groups and organizations including an information booth at parent/teacher conferences.

Consistently enforcing laws can serve as a deterrent and reinforces the seriousness of the misuse of alcohol. Law enforcement and the criminal justice system demonstrate cohesiveness between agencies striving for consistent sentencing as well.

Rand Corporation's publication entitled Preventing Underage Drinking provides tools that can be customized and utilized to plan and implement alcohol compliance checks (pg139).

Verification: Willingham, M. (2000). *Reducing alcohol sales to underage purchasers*. Prepared by the Office of Juvenile Justice and Delinquency Prevention and the Underage Drinking Enforcement Training Center. Calverton, MD: Pacific Institute for Research and Evaluation.

8. EXPAND AND ENHANCE EXISTING EVIDENCE-BASED PROGRAMMING

a) Expand youth programs directed at substance abuse prevention: SMART Moves and SMART Parents are evidence-based, comprehensive prevention programs offered at the Boys & Girls

Club for two years. SMART Moves is designed for group activities to increase peer support, enhance life skills, and strengthen youth leadership skills. The program components include: SMART Kids, for children 6 – 9 years, Start SMART for ages 10 – 12, and Stay SMART for ages 13 – 15. The local Boys & Girls Club plans to feature the SMART Moves program in the core curriculum beginning this school year.

Verification: SMART Moves programs have been used by Boys & Girls Clubs in the U.S. for over a decade to specifically focus on helping members avoid substance abuse and teen pregnancy.

b) Expand parenting classes: Triple P-Positive Parenting is a multi-level system of family intervention for parents of children who have developmental behavior problems. It is a prevention oriented program which aims to promote positive, caring relationships between parents and their children. It helps parents develop effective techniques for dealing with many childhood behavior problems and common developmental issues. Few parents attend this program; therefore, a different approach is required. Collaborating with faith-based groups to endorse the program or offering the classes at the church is a possibility. One coalition at the NPN conference persuaded community leaders to attend, who then promoted and recommended the classes.

Verification: Sanders, M.R., Markie-Dadds, C., Turner, K. (2001). Practitioners Manual for Standard Triple P, 13-14.

c) Enhance current school prevention programs: Johnson County School District has two evidence-based substance abuse prevention programs in our school system: (1) Teenage Teaching Health Modules for grades 5-12, which has been in place for four years. (2) Discovery Health Connection, also for grades 5-12. It was used as a pilot for one year and will be expanded this year. Discovery Health Connection will be implemented in science and health courses (taught in conjunction with PE at the high school and as a separate course in middle school).

Verification: Teenage Teaching Health Modules and Discover Health Connection are each listed by the US Department of Education as "promising program."

Form 8: Community Readiness & Experience Limit 2 pages

Describe the community's readiness to address the identified issue(s) and strategies.

• How has the community's readiness been assessed?

Describe examples of prior community experience, successes, and barriers with this issue.

No formal readiness assessment has been completed during this grant period. Participation in the Substance Abuse Prevention Coalition has been fairly consistent with several key players contributing their time and expertise to complete the needs assessment and strategic plan. The SAPC has made progress to build a solid coalition from its inception in 2003.

Describe examples of prior community experience, successes, and barriers with this issue.

What has been tried before?

In reviewing the files, it appears the former SIG coordinator attended several conferences and researched various substance abuse topics. Previous SAPC members spent time engaging key stakeholders; however, it apparently has been a struggle to engage law enforcement and parents. An example of a recent barrier: The YMCA director banned alcohol from the summer softball league and was met with furious opposition. After discussing the problems, a compromise of no alcohol in the complex was agreed upon; now teams drink next to the dugout.

What has worked?

- Coalition was established
- · A successful meth conference was held
- Students attended SAPC meetings
- MIP referrals have increased at NWMH
- The radio station general manager showed support by attending meetings and offering free airtime for public service announcements
- School administration has been involved in shaping the needs assessment and strategic plan

What have been the struggles?

- Long term SAPC membership has been difficult to maintain with volunteers/nonprofessionals
- Engaging law enforcement, ministerial, and criminal justice has been unsuccessful
- Tried to start a resource brochure, but the effort fizzled
- Johnson County did not have a SIG coordinator for over one year
- Parental attitudes about alcohol use: "They're going to do it anyway"
- Parents having alcohol parties to "supervise" kids
- Some residents think officers "look the other way" or worry about offending their neighbors
- Officers, on the other hand, feel parents need to do the job of parenting
- A climate where alcohol use among high school students is normal
- Students have complained about athletes drinking
- Low or no attendance at parenting classes
- A lack of understanding of the risks associated with binge drinking
- No publicity on recently improved alcohol legislation (keg registration, graduated driver's licenses)
- Inconsistent approach to alcohol offences in the judicial system
- Failure of city council support of substance abuse issues

What is different now?

- We have successfully completed a needs assessment based on six causal areas, which
 was extensively researched and developed by WYSAC. The Needs Assessment was
 based on county and state data collected and analyzed and is a powerful tool in calling
 the community to action.
- Completing a strategic plan with a time-line and evidence-based programming is the next step in the right direction. We have miles to go in educating the community on alcohol issues through a combination of media, presentations to civic organizations, and stepped up law enforcement.
- The state has a Blueprint for Action. The Wyoming First Lady's Initiative is picking up momentum in the state and tremendous resources allocated to counties including money and technical assistance.
- Several coalition members are committed to attending meetings and volunteered their time and expertise to complete the needs assessment and strategic planning. More correspondence related to planning and progress updates is relayed to coalition members.
- Residents seem concerned about alcohol. According to WAUIS data, 60.4% thought
 alcohol was a serious or somewhat serious problem. An increased level of concern
 about the impact of alcohol misuse in the community leads to more involvement, activity
 and support.
- Our new police chief believes in prevention efforts and consistent enforcement.

Form 9a: Activities & Outcomes

No page limit

Describe the coalition's planned activities for Year 1 implementation and Year 2 implementation to address the strategies.

• Include a timeline specific to the coalition's project (see Forms 9b and 9c).

In each causal area, we are addressing at least one environmental strategy:

Social Availability

- Social hosting campaign
- Marketing, education and resources
- Form a parent group
- 2. Individual Factors
 - SMART Moves
 - Teenage Health Modules, Discovery Health Connection
 - Form a youth group at high school
 - Marketing, education and resources
- 3. Community Norms
 - Marketing, education and resources
 - Alcohol use restrictions in public places
 - Strengthen coalition
- 4. Criminal Justice
 - Compliance checks
 - Marketing, education and resources
- 5. Retail Availability
 - Responsible beverage server training
- 6. Promotion
 - Youth group at high school

Describe the associated short-term and long-term outcomes expected.

Short-term: 1-2 yearsLong-term: 3-5 years

1. Coalition Expansion and Self-Improvement

- Assess current membership and recruit coalition members
- Training and education for coalition members Wyptac, CADCA or other
- Form a coalition task force to develop a cultural competence plan
- Form a task force to explore coalition sustainability after program ends
- Create a policy panel as outlined with materials from Join Together

2. Forming a Parent Group For Education and Peer Support

- Recruit parents: high school newsletter, presentations, coalition meetings
- Give parents information on alcohol-related laws
- Educate on evidence-based programs, practices and policies
- Distribute risk and protective factors data
- Encourage parenting classes
- Open discussion to assess what parents in the group need
- Provide tools to talk to children about substance abuse

3. Form a Substance Abuse Prevention Youth Group at the High School

- Recruit students, teachers, and coalition members
- High school announcements to promote youth group and educate on alcohol-related issues
- Educate students on evidence-based programs, practices and policies
- Distribute information on websites and national organizations to assist activities

4. Marketing, Community Education, and Resources on Alcohol-Related Issues

- Work with state-funded projects (1) a social norms campaign (2) Wyoming First Lady's Initiative (3) Statute review
- · Create a timeline for marketing
- Provide prevention education to athletes, freshman, civic & church groups
- Presentations on alcohol-related data and progress on prevention efforts
- Encourage letters to the editor; scheduling and producing public service announcements
- Plan radio and newspaper advertising on alcohol related issues including RBS, social hosting laws, compliance checks, and youth activities
- Create or purchase materials to serve as a resource for alcohol-related information

5. Responsible Beverage Service Training (RBS)

- Sign up bartenders, servers, and merchants
- Follow through with additional training for employee turnover

6. Increase Awareness of Social Hosting Laws

- Order materials from Ohio Drug Free Action Alliance
- Run April through June during prom and graduation two months as the school year begins

7. Alcohol Compliance Checks

- Partner with police and sheriff departments on compliance checks
- Publicize laws and data concerning local alcohol use prior to compliance checks
- Utilize tools from Rand for planning and implementation

8. Expand and Enhance Existing Evidence-Based Programming

 Collaborate with Boys & Girls Club, Johnson County School District, and Northern Wyoming Mental Health on evidence-based programming

Listed above are first year strategies and activities. The coordinator and coalition will be busy! Second year strategies and activities are similar based on success and lessons learned in the first year. A specific coalition task force will be formed for cultural competence, sustainability, and policy panel to explore and develop the topic. Task force outcomes might influence strategies, goals and activities for year two and beyond. The parent group and student group activities and goals are unpredictable until the groups are formed and educated on evidence based policies, practices and programs. The coalition fully expects strategies and activities listed in the strategic plan to be conducted and documented to build positive momentum for 3-5 year goals.

Form 9b: Time Line (Year 1) Limit 2 pages

Applicant Agency:

List the key activities, which will be conducted during the year. Be sure to include the anticipated start-up dates for each of the strategies to be funded under this grant. Activities listed are samples. Dates may be changed by the Division.

Activities	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	07	07	07	08	08	08	08	08	08	08	08	08
Contractual report & expenditure report: January 2008, April 2008, July 2008, October 2008				Х			Х			Х		
Statewide Prevention Framework Meeting												
Community Advisory Council Meetings	Х	Х	Х	Х	Х	Х	Х	Х	Х		Х	Х
Cultivate key stakeholders to fill gaps in SAPC membership	Х	Х	Х									
Form a parent group for education & peer support	X	X		X	X	X	X	X				
Form a substance abuse prevention youth group at high school	Х	Х		Х	Х	Х	Х	Х				
Responsible beverage service training					X	X	X	X	X	X	X	X
Develop a media plan for radio, newspaper, cable TV ads for Jan1 start date	X	X	X									

Presentations to civic groups		Х		Х		Х		X		X		Х
Develop fact sheets & brochures to educate on alcohol-related laws & issues	Х	Х	Х	X	X	Х						
Social hosting media campaign							Х	Х			Х	Х
Alcohol compliance checks					Х	Х	Х	Х	Х	Х	X	X
Two coalition taskforces formed to address (1) coalition sustainability (2) cultural competence				X	X	X	X					
Coalition planning for years 2-5				Х	Х	Х						

Form 9c: Time Line (Year 2)

Limit 2 pages

Activities	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	08	08	08	09	09	09	09	09	09	09	09	09
Contractual report & expenditure report: January 2009, April 2009, July 2009, October 2009	Х			Х			Х			Х		
Statewide Prevention Framework Meeting												
Community Advisory Council Meetings	Х	Х	Х	Х	Х	Х	Х	Х			Х	Х
Parent group meetings	Х	Х		Х	Х	Х	Х	Х			X	X

Prevention youth group meetings	Х	Х		Х	Х	Х	Х	Х		Х	Х
Responsible beverage service training	X cont.										
Media coverage for radio, newspaper, cable TV ads	X cont.										
Alcohol compliance checks Or other law enforcement initiative	X										
Other activities to be determined											
Coalition planning for 3-5 years	Х	Х	Х								

Form 10: Budget Limit 2 pages

State Contract Quarterly Invoice for Wyoming SPF SIG

SUBMIT TO:	EXPENDITURES FOR QUARTER AND YEAR
Substance Abuse Division	
Wyoming SPF SIG 6101 Yellowstone Road – Suite 220	(Due On 15 th of the month for preceding quarter.)
Cheyenne WY 82002-0480	(Due On 15 of the month for preceding quarter.)

Cost Description	Rudgeted Amount	Current Month Exp	Year to Date Expenditures	Exp
PERSONAL SERVICES				
Salaries & Wages	\$37,400			
Employer Paid Benetits SUPPORTING SERVICES	10,076			
SUPPORTING SERVICES				
Internet Service				
Telephone/Cell Phone	1,100			
Telephone/Cell Phone Vehicle Expenses TRAVEL/TRAINING/MEETINGS				
TRAVEL/TRAINING/MEETINGS				
Travel In-State	1,000			
Travel Out-of-State	2,000			
Training Fees				
Miscellaneous Meeting Expenses	600			
SUPPLIES				
Office (Consumable)	2,000			
Postage	430			
Copy and printing	830			
EQUIPMENT				
Maintenance				
Rental				
GRANTS-IN-AID				
EONATIONS-CITY, COUNTY,				
OTHER INCOME				
	3,620 – WYSAC			
CONTRACTUAL SERVICES	, i			
	5,793 - WYPTAC			
MISCELLANEOUS COSTS				
A. Media	1,697			
B. Indirect Costs	5,361			
C. Liability Insurance	500			
TOTAL	\$72,407			Ì

LOCAL AGENCY NAME and ADDRESS:

PO Box 363 Buffalo, WY 82834

NAME and TITLE OF REPORTING OFFICIAL:

Toni Cervenka, CRC Executive Director

TELEPHONE NUMBER OF LOCAL AGENCY:

Phone: 307-684-7933 Fax: 307-684-7933 E-Mail: toni@johnsoncountycrc.org

I certify that the expenditures reported above have been funded totally with funds awarded by the Wyoming Department of Health.

Form 11: Community Infrastructure Limit 2 pages

Describe how the project will enhance the community's prevention infrastructure. Describe how it creates or improves upon:

Coordinated efforts: No individual, agency or organization can single-handedly achieve the SPF/SIG goals. Coordinated efforts where agencies, organizations, and individuals collaborate together bring about sustainable change. Already in place is a strong network of interested community agencies on which to expand.

Organizational structures: Participating agencies are encouraged to nominate a representative to attend meetings and champion for substance abuse prevention issues within the agency. Coalition meetings assist in coordinating prevention efforts in Johnson County, since there is no other mechanism in place. Creating a network to assemble resources and share lessons learned is advantageous for all agencies and is beneficial to the entire community.

Planning: SPF/SIG efforts are based on data collected and analyzed to identify priorities in six causal areas. Publicizing strategies and various activities will stimulate community organizations to review or enhance their own policies and practices, thereby creating a greater capability of in tackling the county's substance abuse problem.

Data systems: Previously, there was no hub for data services. Surveys, data, and information related to substance abuse are now centrally located at the Community Resource Center and available to anyone who is interested.

Workforce development: Collaboration with individual workplaces strengthens commitment and reinforces the prevention message. Workplaces can contribute financial support and lead by example through the adoption of substance abuse prevention practices and policies.

Evidence-based practices: Using evidence-based policies, practices, and programs is critical in achieving success. Programs are selected specifically because they can be replicated and show effectiveness and appropriateness to the community. Although the school system, NWMH and Boys & Girls Club have evidence-based programs in place, basically no other environmental strategies exist. By adhering to a timeline for SPF/SIG strategies, we feel confident that the plan will progress as planned.

Cultural competence: Johnson County is 98.2% Caucasian; however, other cultural concerns exist. The coalition will establish a task force to examine how to better serve minority groups and to assess whether programs need to be adapted to accommodate differing circumstances.

Developing and sharing a process of dealing with diversity is an appropriate activity for the coalition.

Evaluation and monitoring: WYSAC and quarterly reports to WDH.

Sustainability: Schools, law enforcement, mental health, public health and parents can assist with sustainability. Coordination of activities is often dependent on the money and having someone working specifically on alcohol-related issues. Success in reducing the misuse of alcohol will take continuous and long-term effort and commitment of coalition members to tackle the issues.

Form 12: Cultural Competency

Limit 2 pages

Describe how the project will ensure that planned activities and processes are culturally competent?

- What steps and procedures will be implemented?
- How will cultural competency be assessed?

The coalition will establish a task force to examine how to incorporate cultural competence into the coalition strategies and activities. Although Johnson County is 98.2% Caucasian, we can develop an ongoing plan to better serve minority groups and assess whether programs need to be adapted to accommodate differing circumstances.

Cultural competency is a long-term process that demonstrates respect for diversity. As coalition members encounter new situations, it is appropriate to be mindful of individual differences, cultural and ethnic diversity. With the formation of a task force, the coalition can work to understand and accommodate the history, tradition, values, family systems and artistic expressions of groups we serve.

Form 13: Sustainability

Limit 2 pages

Describe how the coalition will ensure that efforts are sustained after the project ends.

A comprehensive program must include components for individuals, family, school, media, community organizations and health care providers. The overall strategy needs to have an integrated theme with the prevention message reinforced so that everyone is working together to accomplish goals. The selected two-year strategies are feasible, follow a timeline to ensure accountability, and encourage sustainability.

SPF/SIG plays a pivotal role in information dissemination regarding the misuse of alcohol and serving as a resource with centralized data. Widespread communication and education are critical in changing public opinion and maintaining support for the program. At this point, community members are not very well educated on alcohol issues.

Success is not going to be achieved in the short term. Continually involving individuals, community groups and agencies is necessary to combine forces to produce permanent improvements in attitudes and behavior around alcohol. Only sustained efforts towards short, medium and long term goals will bring about real change in behavior and attitudes.

Ongoing collaboration within the community is crucial for sharing information about effective prevention strategies and lessons learned. It takes a high level of leadership and commitment to address substance abuse problems impacting Johnson County. A coalition taskforce will be formed to review the CADCA sustainability plan checklist by January 2008.

Form 14: Evaluation Limit 1 page

Describe how the coalition will evaluate the activities and outcomes of the project.

Evaluations will be conducted in collaboration with Prevention Framework evaluators at the Wyoming Survey & Analysis Center (WYSAC). All you need to include is the fact that you agree to work with WYSAC on the evaluation of all strategies.